

WTVD-TV DURHAM 411 LIBERTY STREET DURHAM NC 27701 INNOVATIVE ADVERTISING INC. - 11360

DATE: 11-02-2012

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of 3

ATTN: HEIDI GUERRA 4250 HWY 22, SUITE 7

MANDEVILLE LA 70471

	Agency Est	#	SAR #	Sales Office	Account Executive	Start Date	End D	Date	Billing						Р	ackage	Contract Titl	е	
			247592		A. CLIFFORD	10-31-2012	11-06-2									N	123456		
Line	Start Date	End Date	Time Period	Desc	cription			RC	Duration	M	Т	W	T I	F S	SS	SPW	Price	Tot Spots	Total \$
1	10-31-2012	11-02-2012	05:58AM - 07	:00AM EYE	WITNESS NEWS AT 6AM (MONDAY -F	RIDAY)	1	30			X	X	X		3	850	3	2,550.00
2	11-05-2012	11-06-2012	05:58AM - 07	:00AM EYE	WITNESS NEWS AT 6AM (MONDAY -FF	RIDAY)	1	30	x	X					1	850	1	850.00
3	10-31-2012	11-02-2012	05:00AM - 05	:30AM EYE	WITNESS NEWS AT 5:00 A	M (MONDAY	-FRIDA	1	30			X	X	X		3	700	3	2,100.00
4	11-05-2012	11-06-2012	05:00AM - 05	:30AM EYE	WITNESS NEWS AT 5:00 A	M (MONDAY	-FRIDA	1	30	x	X					1	700	1	700.00
5	10-31-2012	11-02-2012	06:58AM - 09	:00AM GOO	OD MORNING AMERICA (M	ONDAY-FRID	OAY) (83	1	30			X	X	X		3	850	3	2,550.00
6	11-05-2012	11-06-2012	06:58AM - 09	:00AM GOO	DD MORNING AMERICA (M	ONDAY-FRID	OAY) (83	1	30	x	X					1	850	1	850.00
7	10-31-2012	11-02-2012	09:00AM - 10	:00AM LIVE	E! WITH KELLY & MICHAEL	_ (842)		1	30			X	X	X		3	200	3	600.00
8	11-05-2012	11-06-2012	09:00AM - 10	:00AM LIVE	E! WITH KELLY & MICHAEL	_ (842)		1	30	x	X					2	200	2	400.00
9	11-03-2012	11-03-2012	08:00AM - 09	:00AM GOO	DD MORNING AMERICA SA	ATURDAY (18	83)	1	30					1		1	1,000	1	1,000.00
10	11-04-2012	11-04-2012	10:00AM - 11	:00AM THIS	S WEEK SUNDAY 10-11A (8	300)		1	30						1	1	600	1	600.00
11	10-31-2012	11-02-2012	05:28AM - 06	:00AM EYE	WITNESS NEWS AT 5:30 A	M (MONDAY	-FRIDA	1	30			X	X	X		3	850	3	2,550.00
12	11-05-2012	11-06-2012	05:28AM - 06	:00AM EYE	WITNESS NEWS AT 5:30 A	M (MONDAY	-FRIDA	1	30	х	X					2	850	2	1,700.00
13	10-31-2012	11-02-2012	05:28PM - 06	:00PM EYE	WITNESS NEWS 5:30PM (I	MONDAY-FRI	DAY) (8	1	30			X	X	X		3	2,000	3	6,000.00
14	11-05-2012	11-05-2012	05:28PM - 06	:00PM EYE	WITNESS NEWS 5:30PM (I	MONDAY-FRI	DAY) (8	1	30	1						1	2,000	1	2,000.00
15	11-03-2012	11-03-2012	07:00PM - 07	:30PM EYE	WITNESS NEWS SAT 7-73	0P (838)		1	30					1		1	2,500	1	2,500.00
	1 2 3 4 5 6 7 8 9 10 11 12 13 14	1038 Line Start Date 1 10-31-2012 2 11-05-2012 3 10-31-2012 4 11-05-2012 5 10-31-2012 7 10-31-2012 8 11-05-2012 9 11-03-2012 10 11-04-2012 11 10-31-2012 12 11-05-2012 13 10-31-2012 14 11-05-2012	1 10-31-2012 11-02-2012 2 11-05-2012 11-06-2012 3 10-31-2012 11-02-2012 4 11-05-2012 11-06-2012 5 10-31-2012 11-02-2012 6 11-05-2012 11-06-2012 7 10-31-2012 11-06-2012 8 11-05-2012 11-03-2012 10 11-04-2012 11-04-2012 11 10-31-2012 11-02-2012 12 11-05-2012 11-06-2012 13 10-31-2012 11-02-2012 14 11-05-2012 11-05-2012	1038 247592	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038	1038	10-31-2012 11-02-2012 05:58AM - 07:00AM EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDAY) 1 30 X X X 3 3 3 3 3 3 3	10-31-2012 11-02-2012 05:58AM - 07:00AM EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDAY) 1 30 X X X X 3 3.50 X X X X X X X X X	10-31-2012 11-02-2012 05:58AM - 07:00AM EYEWITNESS NEWS AT 5:00 AM (MONDAY-FRIDAY) 1 30 X X X 3 8:50 3 3 3 3 3 3 3 3 3



WTVD-TV DURHAM 411 LIBERTY STREET DURHAM NC 27701 DATE: 11-02-2012

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of 3

INNOVATIVE ADVERTISING INC. - 11360 ATTN: HEIDI GUERRA

4250 HWY 22, SUITE 7 MANDEVILLE LA 70471

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
404067	10-30-2012	11-01-2012	4	NC JUDICIAL COALITION	NC JUDICIAL COALITION	POLITICALS	WTVD - DURHAM

16 10-31-2012 11-02-2012 12:00PM - 12:30PM EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY) 1 30 X X X X 3 850 3 2,550. 17 11-05-2012 11-05-2012 12:00PM - 12:30PM EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY) 1 30 1 1 850 1 850. 18 10-31-2012 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 X X X X 3 3,200 3 9,600. 19 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 1 1 3,200 1 3,200. D																		
Line Start Date End Date Time Period Description Description RC Duration M T W T F S S SPW Price Tot Spots Total		Agency Est	:#	SAR #	Sales Office	Account Executive	Start Date	End Da	ate	Billing				P	ackage	Contract Title	Э	
Line Start Date End Date Time Period Description RC Duration M T W T F S S SPW Price Tot Spots Total		1038		247592	PHILADELPHIA	A. CLIFFORD	10-31-2012	11-06-20	12	M (Broad	dcast I	Month,	Cycle	1)	N	123456		
16 10-31-2012 11-02-2012 12:00PM - 12:30PM EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY) 1 30 X X X X 3 850 3 2,550. 17 11-05-2012 11-05-2012 12:00PM - 12:30PM EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY) 1 30 1 1 850 1 850. 18 10-31-2012 11-02-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 X X X X 3 3,200 3 9,600. 19 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 1 1 3,200 1 3,200. D	Lin	Start Date	End Date	Time Period	De	scription									SPW	Price	Tot Spots	Total \$
17 11-05-2012 11-05-2012 12:00PM - 12:30PM EYEWITNESS NEWS AT NOON(MONDAY-FRIDAY) 1 30 1 1 850 1 850. 18 10-31-2012 11-02-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 X X X X 3 3,200 3 9,600. 19 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 1 1 3,200 1 3,200. D -20 11-05-2012 11-05-2012 07:58PM - 08:00PM WHEEL OF FORTUNE (MONDAY-FRIDAY) (901) 1 30 1 1 3,000 0 0. 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000. DWTS ITEM LINE NOTE	16	10-31-2012	11-02-2012	12:00PM - 12	2:30PM EY	EWITNESS NEWS AT NOON	(MONDAY-FR	RIDAY)										2,550.00
18 10-31-2012 11-02-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 X X X X 3 3,200 3 9,600. 19 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 1 1 3,200 1 3,200. D -28 11-05-2012 11-05-2012 07:58PM - 08:00PM WHEEL-OF FORTUNE (MONDAY-FRIDAY) (901) 1 30 1 1 4,000 1 4,000. 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 1,700 1 1,700. DWTS ITEM LINE NOTE		10012012	62 2012				(,	-									_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
18 10-31-2012 11-02-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 X X X X 3 3,200 3 9,600. 19 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 1 1 3,200 1 3,200. D -28 11-05-2012 11-05-2012 07:58PM - 08:00PM WHEEL-OF FORTUNE (MONDAY-FRIDAY) (901) 1 30 1 1 4,000 1 4,000. 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 1,700 1 1,700. DWTS ITEM LINE NOTE		44.05.0040	44.05.0040	40.00014.44		=\#\#\#\#\#\	/MOND 41/ ED									0.50		252.22
19 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 1 1 3,200 1 3,200. D -29 11-05-2012 11-05-2012 07:28PM - 08:08PM WHEEL OF FORTUNE (MONDAY-FRIDAY) (901) 1 30 1 1 3,000 0 0 0. 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000.	1 1	11-05-2012	11-05-2012	12:00PM - 12	2:30PM EY	EWITNESS NEWS AT NOON	(MONDAY-FR	(IDAY)	1	30	1				1	850	1	850.00
19 11-05-2012 11-05-2012 06:58PM - 07:30PM JEOPARDY (MONDAY-FRIDAY) (898) 1 30 1 1 3,200 1 3,200. D -29 11-05-2012 11-05-2012 07:28PM - 08:08PM WHEEL OF FORTUNE (MONDAY-FRIDAY) (901) 1 30 1 1 3,000 0 0 0. 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000.																		
D 20 11-05-2012 11-05-2012 07:58PM - 08:00PM WHEEL OF FORTUNE (MONDAY FRIDAY) (901) 1 30 1 1 3,000 0 0.2 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000. DWTS ITEM LINE NOTE	18	10-31-2012	11-02-2012	06:58PM - 07	7:30PM JE	OPARDY (MONDAY-FRIDAY	′) (898)		1	30		X	х х		3	3,200	3	9,600.00
D 20 11-05-2012 11-05-2012 07:58PM - 08:00PM WHEEL OF FORTUNE (MONDAY FRIDAY) (901) 1 30 1 1 3,000 0 0.2 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000. DWTS ITEM LINE NOTE																		
D 20 11-05-2012 11-05-2012 07:58PM - 08:00PM WHEEL OF FORTUNE (MONDAY FRIDAY) (901) 1 30 1 1 3,000 0 0.2 21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000. DWTS ITEM LINE NOTE	19	11-05-2012	11-05-2012	06:58PM - 07	7:30PM JE	OPARDY (MONDAY-FRIDAY	() (898)		1	30	1				1	3.200	1	3,200.00
21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000. 22 11-02-2012 11-02-2012 10:00PM - 11:00PM FRIDAY PRIME 10-11P (791) 1 30 1 1 1,700 1 1,700. 23 11-03-2012 11-03-2012 08:00PM - 11:30PM ABC'S COLLEGE FOOTBALL PRIME (5877) 1 30 1 1 2,500 1 2,500. 24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. 25 11-01-2012 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000. 26 11-01-2012 11-01-2012 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.		11. 00 2012	55 25.2				, (555)		-		•					0,200	-	0,200.00
21 11-05-2012 11-05-2012 07:58PM - 10:00PM MONDAY PRIME 8-10P (795) 1 30 1 1 4,000 1 4,000. 22 11-02-2012 11-02-2012 10:00PM - 11:00PM FRIDAY PRIME 10-11P (791) 1 30 1 1 1,700 1 1,700. 23 11-03-2012 11-03-2012 08:00PM - 11:30PM ABC'S COLLEGE FOOTBALL PRIME (5877) 1 30 1 1 2,500 1 2,500. 24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. 25 11-01-2012 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000. 26 11-01-2012 11-01-2012 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.		44.05.0040	44.05.0040	07.00014.00	0.00014	IEEL OF FORTUNE (MONE)	V EDID 43// (0	.04\								0.000		2.00
22 11-02-2012 11-02-2012 11-02-2012 10:00PM - 11:00PM FRIDAY PRIME 10-11P (791) 1 30 1 1 1,700 1 1,700. 23 11-03-2012 11-03-2012 08:00PM - 11:30PM ABC'S COLLEGE FOOTBALL PRIME (5877) 1 30 1 1 2,500 1 2,500. 24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. 25 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.	D -20	11-05-2012	11-05-2012	07:281 M - 08	8:001'W VVI	IEEE OF FORTUNE (MONDA	.Y-I KIDAY) (9	01)	-1	30	7				1	3,000	0	0.00
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22 11-02-2012 11-02-2012 10:00PM - 11:00PM FRIDAY PRIME 10-11P (791) 1 30 1 1 1,700 1 1,700. 23 11-03-2012 11-03-2012 08:00PM - 11:30PM ABC'S COLLEGE FOOTBALL PRIME (5877) 1 30 1 1 2,500 1 2,500. 24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. ITEM LINE NOTE																		
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23 11-03-2012 11-03-2012 08:00PM - 11:30PM ABC'S COLLEGE FOOTBALL PRIME (5877) 1 30 1 1 2,500 1 2,500. 24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. 25 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000. CMA				DWIS														
23 11-03-2012 11-03-2012 08:00PM - 11:30PM ABC'S COLLEGE FOOTBALL PRIME (5877) 1 30 1 1 2,500 1 2,500. 24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. ——————————————————————————————————	22	11-02-2012	11-02-2012	10:00PM - 11	1:00PM FR	IDAY PRIME 10-11P (791)			1	30			1		1	1,700	1	1,700.00
23 11-03-2012 11-03-2012 08:00PM - 11:30PM ABC'S COLLEGE FOOTBALL PRIME (5877) 1 30 1 1 2,500 1 2,500. 24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. ——————————————————————————————————																		
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24 10-31-2012 10-31-2012 10:00PM - 11:00PM WED PRIME 10-11P (814) 1 30 1 1 3,500 1 3,500. 25 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000. CMA				20/20														
25 11-01-2012 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.	23	11-03-2012	11-03-2012	08:00PM - 11	1:30PM AB	C'S COLLEGE FOOTBALL F	PRIME (5877)		1	30				1	1	2,500	1	2,500.00
25 11-01-2012 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.																		
25 11-01-2012 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.	24	10-31-2012	10-31-2012	10:00PM - 11	1:00PM WE	D PRIME 10-11P (814)			1	30		1			1	3.500	1	3,500.00
25 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.						,										,,,,,,,		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
25 11-01-2012 11-01-2012 08:00PM - 09:00PM PRIME SPECIALS (797) 1 30 1 1 3,000 1 3,000.					TEM LINE NOTE													
				NASHVILLE														
CMA CMA	2	11-01-2012	11-01-2012	08:00PM - 09	9:00PM PR	IME SPECIALS (797)			1	30			1		1	3,000	1	3,000.00
CMA CMA						` ,												,
CMA CMA				17	TEM LINE NOTE													
26 11-04-2012 11-04-2012 09:00PM - 10:00PM SUNDAY PRIME 9-10P (855) 1 30 1 1 2,600 1 2,600.																		
	20	11-04-2012	11-04-2012	09:00PM - 10	0:00PM SU	NDAY PRIME 9-10P (855)			1	30				1	1	2,600	1	2,600.00
						. ,										-		
27 11-02-2012 11-02-2012 07:58PM - 09:00PM FRIDAY PRIME 8-9P (792) 1 30 1 1 3,300 1 3,300.	2	11-02-2012	11-02-2012	07-58DM - 00	Q-NNPM ED	IDAY PRIME 8-0D (702)			1	30			4		1	3 300	4	3,300.00
21 11-02-2012 11-02-2012 01.001 11 10 11 10 11 10 1 1	2	11-02-2012	11-02-2012	07.301 W - 08	J.OUI WI FR	1DAT 1 KINIE 0-91 (192)			'	30			'		'	3,300	'	3,300.00
ITEM LINE NOTE				רו	TEM LINE NOTE													
ITEM LINE NOTE LAST MAN/MALIBU				LAST MAN/N	MALIBU													



WTVD-TV DURHAM 411 LIBERTY STREET DURHAM NC 27701 INNOVATIVE ADVERTISING INC. - 11360

DATE: 11-02-2012

PAGE: 3

of 3

ATTN: HEIDI GUERRA 4250 HWY 22, SUITE 7

MANDEVILLE LA 70471

Contract No Contract Dt Revision Dt Rev# Advertiser Brand NC JUDICIAL COALITION NC JUDICIAL COALITION POLITICALS Station/Market WTVD - DURHAM

	Agend	cy Est#	#	SAR #	Sales Office	Account Executive	Start Da	te End	Date	Billing				Pac	ckage C	Contract Titl	е	
		1038		247592	PHILADELPHIA	A. CLIFFORD	10-31-20	12 11-06-	2012	M (Broa	dcast M	lonth, Cy	cle 1)		N 1	23456		
Lir	ne Start D	Date	End Date	Time Period		Description			RC	Duration	МТ	W T	F S	S	SPW	Price	Tot Spots	Total \$
2	8 11-03-2	2012	11-03-2012	12:00PM - 03:	30PM (COLLEGE FOOTBALL 12-	·330PM (843)		1	30			1		1	2,500	1	2,500.00
2	9 11-03-2	2012	11-03-2012	07:28PM - 08:	00PM \	WHEEL OF FORTUNE SA	T (900)		1	30			1		1	1,500	1	1,500.00
A 3	0 11-02-2	2012	11-04-2012	11:00PM - 11:	35PM I	EYEWITNESS NEWS AT 1	1PM (MONDA	-SUNDAY	1	30			Χ	х	2	1,800	2	3,600.00
А 3	1 11-05-2	2012	11-05-2012	11:00PM - 11:	35PM I	EYEWITNESS NEWS AT 1	1PM (MONDA	-SUNDAY	1	30	1				1	1,800	1	1,800.00
							•									,		,
														_				
														Cor	ntracted	Gross Tota	1: 49	73,150.00
															A - (1	O T-1-1	49	73,150.00
																Gross Total Commission		10,972.50
														'	tgorioy t	Net Tota		62,177.50
M	onth/YR			Preempted		Made Good	Contra	ct Total		Α	djustm	ents						Actual Total
No	ov 12			0.00		0.00	7:	,150.00				0.00						73,150.00
_									_			0.00						. 5, 155.00
T	OTAL			0.00		0.00	7:	,150.00				0.00						73,150.00